

THE THIRD QUARTER OF 1922 POINTS TO

Another Banner Year for Business in Chicago

Because of The Chicago Daily News' long established pre-eminence in the Chicago daily newspaper advertising field, it is generally recognized as a faithful mirror of Chicago business conditions, and therefore peculiar significance and value attach to its advertising lineage figures, which reflect the state of the great Chicago market.

It is gratifying, therefore, that this reliable barometer of business in Chicago clearly shows

1922 to be, thus far, another "banner year" with business picking up speed every day.

The following figures, supplied by the Advertising Record Company, an independent audit service maintained by all the Chicago Newspapers, give the total volume of display advertising in all Chicago daily newspapers for the third quarter of 1922, and comparison with the figures for the corresponding period of 1921:

	1921 Lines	1922 Lines	Comparison
The Chicago Daily News . .	2,695,183	2,873,423	178,240 gain
The Daily Tribune	2,045,416	2,188,635	143,219 gain
The Daily Herald-Examiner .	881,192	913,194	32,002 gain
The Post	923,662	960,534	36,872 gain
The American	*1,687,110	1,631,293	55,817 loss
The Journal	970,452	924,409	46,043 loss

*Figures issued by the Advertising Record Co. and quoted by The Chicago American in 1921.

To discriminating and experienced advertisers there is also great significance in the distribution of advertising by important classifications. The figures below, supplied by the Advertising Record Company, show that The Chicago Daily News

maintains its traditional lead in major classifications, again emphasizing the fact that business getters in the great Chicago field consider The Chicago Daily News their most effective medium.

This statement for the third quarter of 1922 shows The Chicago Daily News' leadership in the six day field in the following important classifications:

AUTOMOBILES

The Daily News *First*, 150,681 lines.
The next highest score, The Daily Tribune, 124,753 lines.

BOOKS

The Daily News *First*, 36,982 lines.
The next highest score, The Post, 14,479 lines.

CHURCHES

The Daily News *First*, 13,349 lines.
The next highest score, The Daily Tribune, 4,638 lines.

DEPARTMENT STORES

The Daily News *First*, 1,071,029 lines.
The next highest score, The American, 500,386 lines.

EDUCATIONAL

The Daily News *First*, 66,889 lines.
The next highest score, The Daily Tribune, 53,136 lines.

OUT OF THE LOOP STORES

The Daily News *First*, 164,728 lines.
The next highest score, The Journal, 55,001 lines.

FOODSTUFFS

The Daily News *First*, 173,876 lines.
The next highest score, The Daily Tribune, 108,761 lines.

FURNITURE

The Daily News *First*, 171,357 lines.
The next highest score, The Daily Tribune, 79,886 lines.

HOUSEHOLD UTILITIES

The Daily News *First*, 23,014 lines.
The next highest score, The Daily Tribune, 9,072 lines.

REAL ESTATE

The Daily News *First*, 23,009 lines.
The next highest score, The American, 20,604 lines.

TOTAL DISPLAY ADVERTISING } The Daily News *First*, 2,873,423 lines.
The next highest score, The Daily Tribune, 2,188,635 lines.

THE CHICAGO DAILY NEWS

First in Chicago